

Williamsburg Area Destination Marketing Committee
2016 Budget RECONCILIATION - December 2016

Board Summary

FY 2016 Budget		January ACTUALS	February ACTUALS	March ACTUALS	April ACTUALS	May ACTUALS	June ACTUALS	July ACTUALS	August ACTUALS	September ACTUALS	October ACTUALS	November ACTUALS	December ACTUALS	TOTAL	Variance December / Year	Variance November	Change From Prior Month
Revenues																	
Williamsburg	\$1,140,000	\$78,906	\$90,474	\$39,782	\$54,180	\$94,768	\$99,734	\$102,352	\$116,990	\$136,070	\$116,722	\$104,388	\$98,528	\$1,132,894	(7,106)	(634)	(6,472)
James City County	\$866,400	\$57,484	\$43,676	\$32,702	\$37,226	\$78,309	\$71,464	\$66,803	\$88,028	\$82,212	\$86,922	\$61,826	\$58,780	\$765,432	(100,968)	(100,968)	0
York County	\$1,120,000	\$76,831	\$84,390	\$48,966	\$62,246	\$101,752	\$102,802	\$100,021	\$121,772	\$137,242	\$128,808	\$81,024	\$97,574	\$1,143,428	23,428	22,854	574
Other Revenue	\$218,600	\$52,014	\$307	\$75,918	\$52,033	\$1,777	\$2,259	\$3,702	\$6,479	\$4,265	\$783	\$807	\$2,991	\$203,334	(15,266)	(13,076)	(2,190)
<i>Revenue Total</i>	3,345,000	\$265,235	\$218,847	\$197,368	\$205,685	\$276,606	\$276,258	\$272,878	\$333,269	\$359,789	\$333,235	\$248,045	\$257,873	\$3,245,088	(99,912)	(91,824)	(8,088)
Working Expenses																	
Fulfillment	\$53,000	\$375	\$1,162	\$1,966	\$2,282	\$1,974	\$1,630	\$1,687	\$24,000	\$3,225	\$1,291	\$397	\$436	\$40,425	12,575	12,511	64
Public Relations	\$188,900	\$13,617	\$11,417	\$11,071	\$21,102	\$3,907	\$21,834	\$18,007	\$14,019	\$10,500	\$14,416	\$10,784	\$2,084	\$152,757	36,143	30,300	5,843
Website	\$61,300	\$15	\$1,570	\$0	\$9,950	\$15,340	\$5,820	\$5,881	\$12,160	\$10,440	\$5,047	\$2,410	\$5,574	\$74,208	(12,908)	(17,054)	4,146
Social Media Content	\$68,500	\$2,429	\$2,280	\$5,396	\$10,792	\$3,100	\$10,792	\$6,196	\$5,396	\$5,396	\$10,746	\$5,396	\$195	\$68,114	386	(1,550)	1,936
Paid Media	\$2,279,300	\$22,684	\$326,889	\$368,133	\$511,537	\$421,964	\$280,052	\$123,652	\$65,466	\$34,522	(\$14,482)	\$65,245	\$55,340	\$2,261,001	18,299	6,574	11,725
<i>Working Expenses Subtotal</i>	\$2,651,000	\$39,120	\$343,317	\$386,566	\$555,664	\$446,285	\$320,128	\$155,424	\$121,040	\$64,084	\$17,018	\$84,231	\$63,628	\$2,596,504	54,496	30,781	23,715
Support Expenses																	
Ad Agency	\$554,475	\$47,008	\$47,289	\$45,993	\$45,956	\$45,956	\$45,956	\$45,956	\$45,956	\$45,956	\$45,956	\$45,956	\$45,956	\$553,896	579	(919)	1,498
Production	\$125,750	\$0	\$5,300	\$7,932	\$7,861	\$817	\$1,389	\$40,411	\$18,692	\$584	\$0	\$5,380	\$0	\$88,366	37,385	(1)	37,386
Research	\$79,100	\$0	\$0	\$0	\$2,000	\$0	\$13,560	\$0	\$0	\$0	\$0	\$490	\$0	\$16,050	63,050	60,050	3,000
<i>Support Expenses Total</i>	\$759,325	\$47,008	\$52,589	\$53,925	\$53,817	\$48,773	\$47,345	\$99,927	\$64,648	\$46,541	\$45,956	\$51,826	\$45,956	\$658,312	101,013	59,130	41,884
Admin Expenses																	
Staff	\$185,000	\$11,307	\$11,437	\$11,344	\$19,160	\$14,738	\$11,302	\$19,635	\$11,763	\$11,508	\$23,380	\$11,555	\$7,618	\$164,745	20,255	8,373	11,882
Administrative	\$19,675	\$735	\$2,224	\$3,120	\$2,285	\$312	\$190	\$675	\$2,146	\$8,487	\$1,560	\$1,376	\$249	\$23,359	(3,684)	(4,087)	403
<i>Admin Expenses Total</i>	\$204,675	\$12,042	\$13,661	\$14,464	\$21,445	\$15,050	\$11,492	\$20,310	\$13,909	\$19,995	\$24,940	\$12,931	\$7,867	\$188,103	16,572	4,286	12,286
Cash / Carry Over Funds	\$ 1,465,526	\$1,632,591	\$1,441,872	\$1,184,284	\$759,043	\$525,542	\$422,836	\$420,054	\$553,726	\$782,896	\$1,028,217	\$1,127,274		\$1,267,696			
Cash / Carry Over Funds Goal	\$1,100,000																
FY 2016 Calendarization		January	February	March	April	May	June	July	August	September	October	November	December	TOTAL			
Revenues																	
Williamsburg	1,140,000	\$76,726	\$88,582	\$44,512	\$50,544	\$84,210	\$107,478	\$115,410	\$119,638	\$132,966	\$128,244	\$86,690	\$105,000	\$1,140,000			
James City County	866,400	\$59,054	\$53,934	\$51,612	\$55,614	\$55,165	\$76,934	\$73,534	\$106,479	\$102,053	\$95,368	\$67,602	\$69,051	\$866,400			
York County	1,120,000	\$72,407	\$74,629	\$49,596	\$50,858	\$82,435	\$97,914	\$107,025	\$155,776	\$107,024	\$144,038	\$81,298	\$97,000	\$1,120,000			
Other Revenue	218,600	\$1,869	\$467	\$176,061	\$2,289	\$3,492	\$7,028	\$5,315	\$5,755	\$8,410	\$1,403	\$1,231	\$5,280	\$218,600			
<i>Revenue Total</i>	\$3,345,000	\$210,056	\$217,612	\$321,781	\$159,305	\$225,302	\$289,354	\$301,284	\$387,648	\$350,453	\$369,053	\$236,821	\$276,331	\$3,345,000			
Expenses																	
Working	\$2,651,000	\$22,364	\$371,270	\$388,477	\$456,223	\$529,539	\$266,308	\$253,818	\$105,338	\$79,325	\$38,275	\$56,028	\$84,037	\$2,651,000			
Support	\$759,325	\$45,956	\$48,256	\$70,756	\$50,756	\$48,256	\$148,756	\$70,256	\$60,256	\$66,006	\$48,256	\$48,256	\$53,556	\$759,325			
Administrative	\$204,675	\$15,926	\$18,746	\$16,081	\$16,341	\$17,056	\$15,781	\$23,751	\$17,016	\$16,226	\$16,251	\$16,040	\$15,460	\$204,675			
<i>Expenses Total</i>	\$3,615,000	\$84,246	\$438,272	\$475,314	\$523,320	\$594,851	\$430,845	\$347,825	\$182,610	\$161,557	\$102,782	\$120,324	\$153,053	\$3,615,000			